

# WHAT'S IT FOR?

**High Energy Physics Advisory Panel  
September 29-30 2003**

**Neil Calder, Director of Communications**





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# What Was It Sold As?

- LEP
  - LEP II
  - SSC
  - Tevatron Run II
  - LHC
  - Linear Collider
- Higgs, Supersymmetry
  - Higgs, Supersymmetry
  - Higgs, Supersymmetry
  - Higgs, Supersymmetry
  - Higgs, Supersymmetry

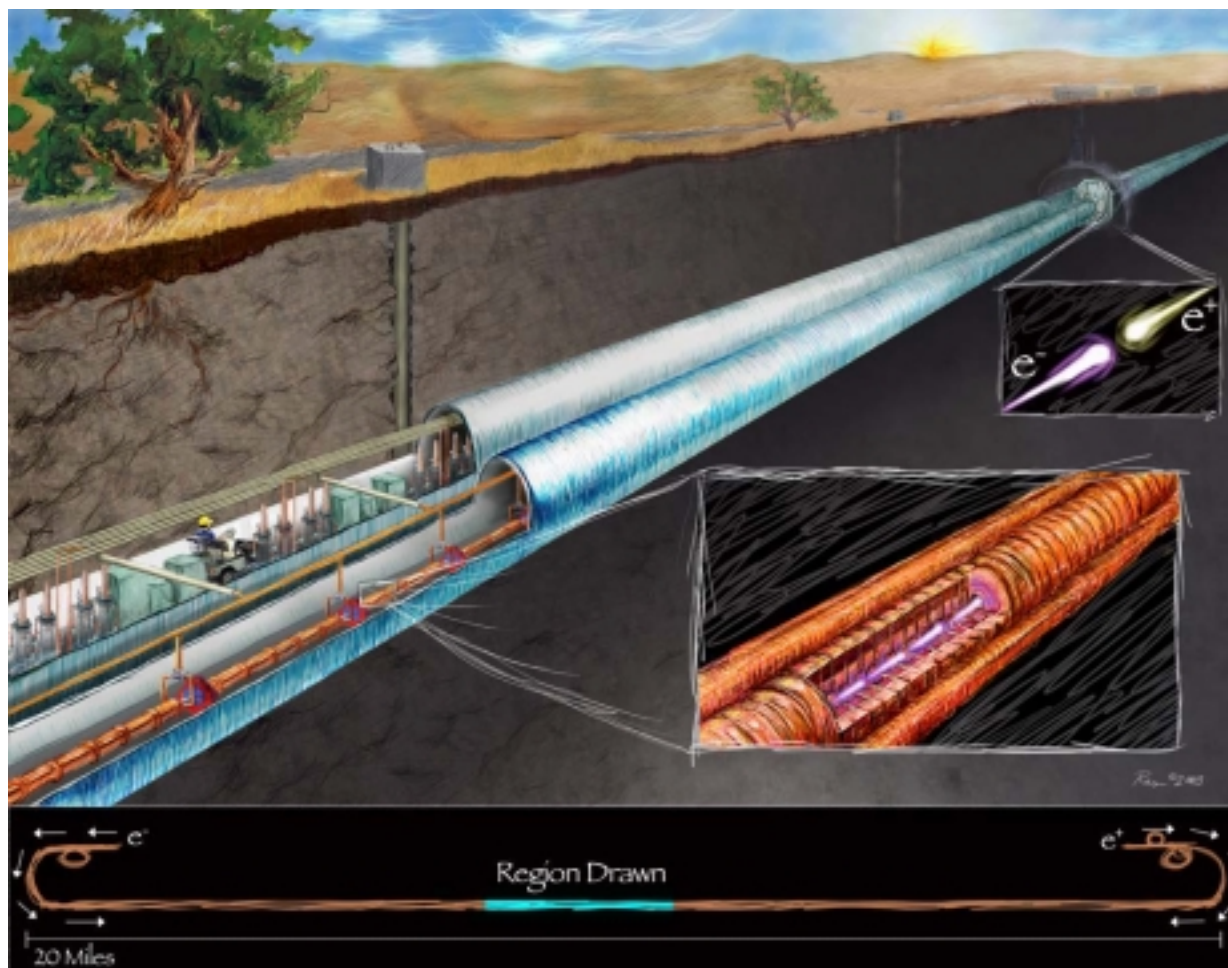
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# Has to be Different!



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# “On First Looking into Chapman’s Homer” John Keats

“Or like stout Cortez, when with eagle eyes  
He stared at the Pacific—and all his men  
Looked at each other with a wild surmise—  
Silent on a peak in Darien.”

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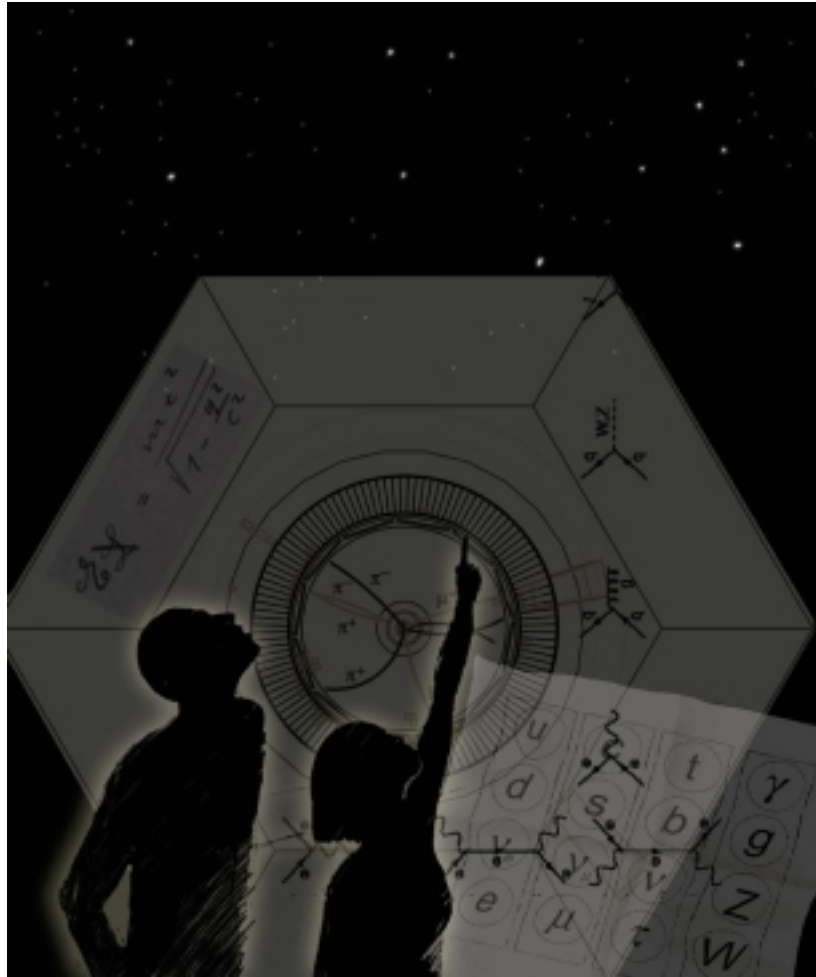
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# It's All in the Cosmos!



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# Dark Matter – Wow!

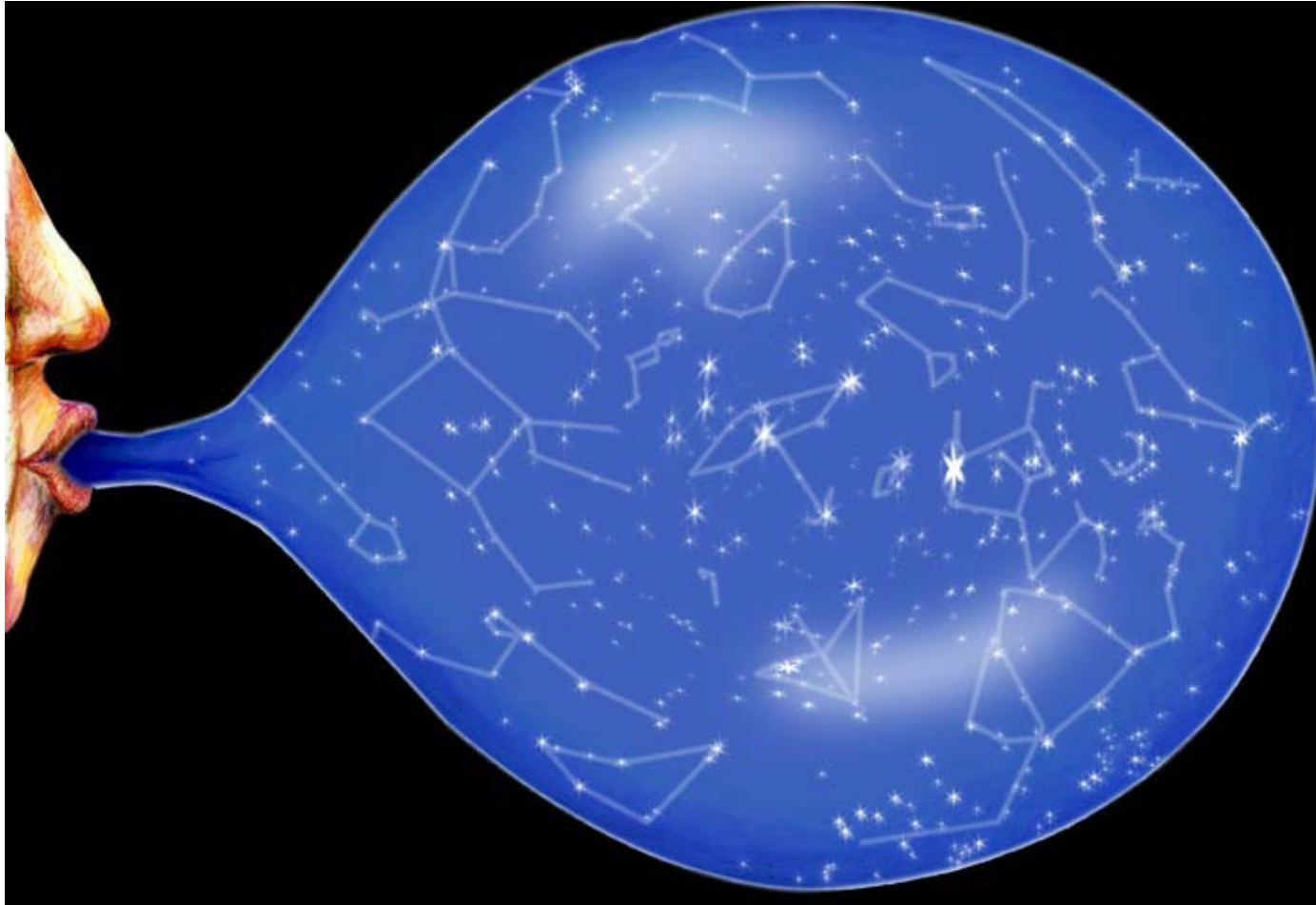


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# Dark Energy – Totally Awesome!

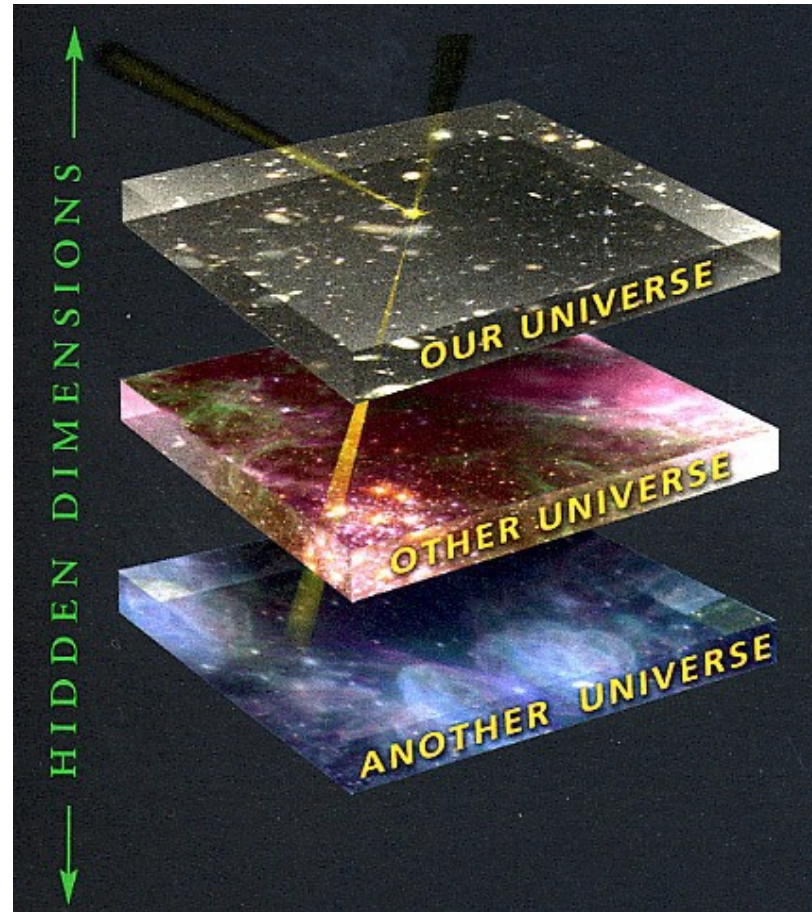


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# Extra Dimensions – Whoa!



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# We've Never Had it so Good

- We can sell something that people want to buy

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# You've Got 60 Seconds!



**"6 billion bucks! What's this *thing* for?"**

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# 60 Seconds

- This is a revolution
- The Cosmic Connection
- The Linear Collider is the tool needed
- US must participate in this international project to maintain leadership

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# Here it is

In the last 10 years there has been a revolution in our concept of the Universe and the realities of our new knowledge are much stranger than could have been imagined. The ingredients of our universe were first accurately measured as recently as March this year. The results are staggering - 4% Atoms, 23% Dark Matter, 73% Dark Energy.

The implications of this new understanding are enormous. We, and everything we can see with our most powerful instruments, make up only 4% of the Universe. We are a tiny minority. The rest is waiting to be discovered. We are at a turning point in the history of knowledge. Has there ever been more compelling challenge for exploration?

The Linear Collider is the key to understanding this weird and wonderful universe that we inhabit. Making precise measurements is the name of the game and only accelerator based experiments can provide the controlled conditions needed to make sense of the new cosmological observations. Measure, measure, measure is the imperative for historic discoveries!

The Linear Collider will not only investigate new frontiers in physics and technology but also in international science collaboration. This project will go ahead as a closely coordinated international collaboration, with shared costs and shared benefits, on a scale and scope never before seen in science. The US is the world's foremost scientific nation. Participation in the Linear Collider will reinforce this leadership and give our young scientists the challenge of taking part in the most exciting scientific quest of the 21<sup>st</sup> century.

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# Think Different!

- This is new
- Think beyond your own Laboratory/University
- Think beyond the national physics labs
- Think beyond particle physics community
- Think beyond physics community
- Think global



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# No Squabbling



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# No Financial Difficulties!

'Big science' and public trust

**nature**

Viewing the budget crisis enveloping Europe's leading particle-accelerator lab, politicians may conclude that high-energy physicists cannot be trusted to manage billions of dollars of public money. This perception must be reversed — and fast.

**nature** Large Hadron Collider in crisis as magnet costs spiral upwards

**nature** Time to halt the gravy train

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# The “US” Group

**Jim Siegrist**  
**Stan Wojcicki**  
**Bill Carithers**  
**Jon Bagger**  
**April Burke**  
**Pat Fulton**  
**Judy Jackson**  
**Sally Dawson**  
**Neil Calder**

**LBL**  
**SLAC**  
**LBL**  
**Johns Hopkins**  
**URA Lobbyist**  
**Stanford Lobbyist**  
**FNAL**  
**BNL**  
**SLAC**

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# What's Happening in Europe

- Linear Collider Communications Group Established
- Conveners: Michael Kobel, Phil Burrows, Giorgio Chiarelli, Francois Diberder
- Action so far:
  - July meeting in Aachen
  - November meeting in Montpellier
  - April in Paris 2004, exhibit and presentation to public and media

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# Interactions, the website



Huge boost

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# A Picture is Worth 1000 Words



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